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CLAIMS:

1. A composite label including a first layer of printed polyester for displaying information at a first major surface of the label and a second layer including material having a density less than the polyester for presenting information at a second major surface of the label, the second layer including a removable portion arranged to be separated from the label and secured to another object.

2. A composite label as claimed in claim 1, wherein the material of the second layer comprises polypropylene.

3. A composite label as claimed in claim 1 or 2, wherein the second layer includes an adhesive on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor between 17 grams force/50mm and 30 grams force/50mm.

4. A composite label including a first layer for displaying information at a first major surface of the label and a second layer including a removable portion arranged to be separated from the label and secured to another object, wherein the second layer includes an adhesive on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor of between 17 grams force/50mm and 30 grams force/50mm.

5. A composite label as claimed in claim 4, wherein the first layer is formed of polyester and the second layer includes material having a density less than the polyester.

6. A composite label as claimed in claim 4, wherein the second layer is printed with information for display to both sides thereof.

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7. A composite label as claimed in claim 6, wherein the first layer is transparent such that the information printed on the second layer is viewable from the first major surface of the label.

5 8. A composite label as claimed in claim 6, wherein the second layer includes a transparent material with a plurality of overlaid print layers applied thereto comprising a first image printed on the transparent material, for display toward the first major surface, a masking layer and a second image facing outwardly of the second major surface.

10 9. A composite label as claimed in claim 8, wherein the transparent material of the second layer is clear polypropylene.

10. A composite label as claimed in claim 1 or 4, wherein a clear polypropylene laminate is applied on the first major surface.

15 11. A composite label as claimed in claim 1 or 4, wherein a varnish is applied to the second major surface to provide the second major surface with a coefficient of friction in the range of about 0.25 to 0.40.

20 12. A composite label as claimed in claim 1 or 5, wherein the polyester is white.

13. A composite label as claimed in claim 1 or 5, wherein the polyester is metallized.

25 14. A composite label as claimed in claim 1 or 4, wherein a depth dimension of the first layer is in the range of about 12 micron to 30 micron.

15. A composite label as claimed in claim 14, wherein the second layer has a depth dimension in the range of about 23 micron to 40 micron.

30 16. A composite label as claimed in claim 1 or 4, wherein the second layer includes a mark for detection by an electronic eye to facilitate actuation of a cutting device, for scoring

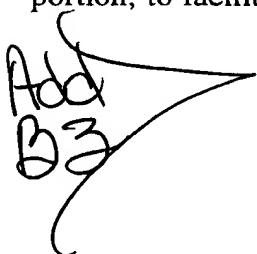
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the second layer so as to define the removable portion.

17. A composite label as claimed in claim 16, wherein the portion is in the form of a sticker.

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18. A composite label as claimed in claim 16, for use with a bottle, the label including an aggressive adhesive applied to the second major surface in a region adjacent the removable portion, to facilitate secure attachment of the label to the bottle.



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